

# ORDER



**Orders**  
**Order / Rev:** 67568  
**Alt Order #:**  
**Product Desc:** ESTIMATE 12832  
**Estimate:** 12832  
**Flight Dates:** 10/23/12 - 10/28/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** CIA - O

**KTVX-TV**  
**Primary AE:** Office Accounts  
**Sales Office:** SLC  
**Sales Region:** Local

**Agency**  
**Name:** Media Strategies & Research  
**Buying Contact:**  
**Billing Contact:**  
 1580 Lincoln Street  
 Denver, CO 80203

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Matheson for Congress 2012  
**Demographic:** HH  
**Product Codes:** US Congress  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/26/12	10	\$2,100.00	\$1,785.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	10	\$2,100.00	\$1,785.00	0.00
<b>Totals</b>	<b>10</b>	<b>\$2,100.00</b>	<b>\$1,785.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Office Accounts			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KTVX	10/25/12	10/25/12	M-F 6a-630a GMU M-F 6a-630a GMU	CM	6a-630a	---T---	:30	1	\$95.00	P-3	0.00	NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$95.00		0.00			
N 2	KTVX	10/23/12	10/23/12	M-F 630a-7a GMU M-F 630a-7a GMU	CM	630a-7a	-T-----	:30	1	\$130.00	P-3	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1				\$130.00		0.00			
N 3	KTVX	10/25/12	10/25/12	Good Morning America GMA 7a-9a	CM	7a-9a	---T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---T---		1				\$200.00		0.00			
N 4	KTVX	10/26/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	----F--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1				\$125.00		0.00			
N 5	KTVX	10/24/12	10/24/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1				\$250.00		0.00			
N 6	KTVX	10/24/12	10/25/12	ABC4 News at 4p ABC4 News at 4p	CM	4p-430p	--11---	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--11---		2				\$250.00		0.00			

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Alt Order #:  
Flight Dates: 10/23/12 - 10/28/12

Advertiser: Matheson for Congress 2012  
Product Desc: ESTIMATE 12832  
Estimate: 12832  
KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KTVX	10/26/12	10/26/12	ABC4 News at 430p ABC4 News at 430p	CM	430p-5p	----F--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1			\$250.00			0.00			
N 8	KTVX	10/23/12	10/23/12	ABC4 News at 5p ABC4 News at 5p	CM	5p-530p	-T-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----		1			\$250.00			0.00			
N 9	KTVX	10/24/12	10/24/12	ABC4 News at 6p ABC4 News at 6p	CM	6p-630p	--W----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W----		1			\$300.00			0.00			
													Totals	10	\$2,100.00